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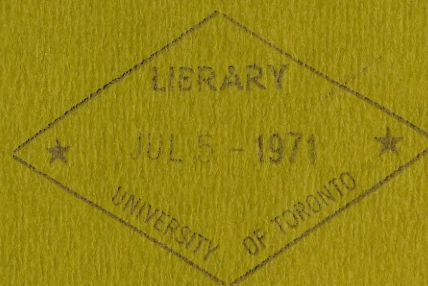
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Report

PERCEPTIONS OF
ONTARIO, QUEBEC AND UNITED STATES
VACATIONS

April, 1971



CONDUCTED FOR:

ONTARIO DEPARTMENT OF TOURISM
AND INFORMATION

QUEBEC DEPARTMENT OF TOURISM,
FISH AND GAME



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PERCEPTIONS OF ONTARIO, QUEBEC, AND UNITED STATES VACATIONS

INTRODUCTION


This report examines the perceptions of Ontario and Quebec residents toward Ontario, Quebec, and United States vacations. The data on which it is based were collected as part of the survey entitled Motivations of Canadian Vacation Travellers, conducted for the provincial tourism departments in the Fall, 1970 and reported in March, 1971.

Technical details and survey methodology can be obtained by referring to the original report.

The questionnaire used is appended to this report.

TRAVELDATA LIMITED

April 27, 1971



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SUMMARY ANALYSIS

PERCEPTIONS OF THE UNITED STATES

- * Only a minority of Quebec residents (22%), and even fewer Ontario residents (15%), perceive the United States as being the 'ideal place for vacations'.
- * And almost as few from both provinces agree that U.S. vacations offer a genuine feeling of 'completeness' after spending a few days or more there.
- * Clearly, then, the United States is not considered quite the 'ideal' a vacation area that many might have expected.
- * On the other hand, however, there does exist a certain prestige in having travelled south, at least among Quebeckers (37% claim they are 'proud of saying they went to the U.S. on vacation'--only 21% of Ontario residents are).
- * And in both provinces very few (only 15% in Quebec and 24% in Ontario) feel that Americans do not welcome them.

PERCEPTIONS OF THEIR OWN PROVINCE

- * It is without doubt that both Quebec and Ontario residents have a very high regard for their own province as a vacation area. As many as 2 out of 3 agree that theirs is the ideal province for vacations; and the same high proportion disagree with the statement that their own province is 'only good for weekend trips and not vacations'.
- * In addition, the fact that as many as 84% of Quebec and 76% of Ontario residents feel they should see their own province before visiting the United States suggests a very strong loyalty.
- * But, of course, many do travel to other places in spite of these feelings. Perhaps one of the reasons is that the tourist facilities at home are underdeveloped and that the needs of many vacationers can not be completely satisfied with the existing facilities in their own province. This is suggested by the fact that as many as 55% of all Quebec adults agree that 'if the tourist places in Quebec were better organized, they would stay in the province more often'; and, although to a much lesser extent, a still significant 25% of Ontario adults feel the same way about their home province.

PERCEPTIONS OF THEIR NEIGHBOUR

- * Quebec is perceived much more negatively by Ontario residents as a place to vacation than is Ontario among Quebecers. As many as 3 out of 10 Ontario residents say Quebec is the last place they would go on vacation and an identical number claim Quebec people do not make them feel welcome. The same feeling is shared by less than 2 out of 10 (18%) Quebec residents about their neighbour--Ontario.
- * While few (10% to 16%) feel their neighbour has the ideal province for vacations, only a relatively small proportion would go so far as to say a holiday there would be boring (only 14% of Ontario residents, 23% of Quebec residents). Clearly, however, 'boredom' is more of a threat to Ontario's image than to Quebec's.
- * Only 12% of Ontario residents claim they would be very willing to vacation in Quebec if they knew more about the tourist places, suggesting that most Ontarians think that they have a pretty good understanding of what Quebec has to offer.
- * But in contrast, and of real importance to Ontario, is the fact that as many as 40% of people in Quebec say they would very willingly visit Ontario if they were more aware of its tourist attractions and facilities. This finding, of course, suggests great potential for Ontario in promoting within Quebec.
- * Fewer, but a still significant 26% of Ontario residents hold the same feeling about Quebec, implying opportunities for Quebec as well.

	OPINIONS OF ADULTS WHO ARE:					
	ONTARIO RESIDENTS			QUEBEC RESIDENTS		
	DIS- AGREE	HAVE NO OPINION	DIS- AGREE	HAVE NO OPINION	DIS- AGREE	HAVE NO OPINION
	%	%	%	%	%	%
<u>ABOUT THE UNITED STATES</u>						
You get the feeling holidays are really complete when at least a few days are spent in U.S.	19	56	26	27	54	19
Proud of saying visited U.S.	21	56	24	37	45	18
Ideal place for vacations	15	62	23	22	59	19
American standard of living draws you to U.S.	11	65	24	21	61	19
Americans make us feel welcome	43	24	33	57	15	28
<u>ABOUT OWN PROVINCE</u>						
Own province ideal for vacations	71	16	13	66	23	11
Stay here when short of money	71	18	11	69	23	8
Stay here more often if tourist places better organized	25	47	27	55	30	15
Own province OK for weekends, not vacations	17	68	14	22	65	13
Should see own province before visiting U.S.	76	13	10	84	8	8
<u>ABOUT NEIGHBOUR--ONTARIO/QUEBEC</u>						
Visit neighbour more often if knew more about tourist places	26	51	22	40	35	25
Vacations there likely boring	14	56	30	23	47	30
Ideal province for vacations	16	52	32	10	56	34
Don't always feel welcome there	30	35	35	18	38	44
Last place I'd go on vacation	29	51	20	18	55	27

INDEX TO DETAILED TABLES

TABLES 11/16 - Images Of U.S.A., Ontario And Quebec By Ontario Travellers By -

11/13 - Recent Experience

14/16 - Sex, Age, Socio-Economic Level,
Family Composition

17/22 - Images Of U.S.A., Ontario And Quebec By Quebec Travellers By -

17/19 - Recent Experience

20/22 - Sex, Age, Socio-Economic Level,
Family Composition

23/24 - Profile Of Visitors By Main Destination

25/26 - Distribution Of Interviews

ABOUT TRAVEL--ASK EVERYONE 18 YEARS AND OVER

ASK QUESTION 16 IN ONTARIO ONLY - OTHERS GO TO Q. 17

16. (SHOW LARGE WHITE CARD, SIDE "A") Here are some opinions that people have given us about Ontario, Quebec and the United States as places for vacations. For each one, please tell me whether you, yourself, agree or disagree.

AGREE DISAGREE NO OPINION

You get the feeling that the holidays
are really complete when you've spent
at least a few days in the United States... 38-Y .. X 0

Deep down, you're kind of proud of saying
you went to the United States on vacation... 1 .. 2 3

To me the United States is the ideal place
for vacations..... 4 .. 5 6

It's the American standard of living that
always draws you to the United States..... 7 .. 8 9

Americans always make people from Ontario
feel welcome..... 39-Y .. X 0

AGREE DISAGREE NO OPINION

To me, Ontario is the ideal province for
vacations.....40-Y .. X 0

When you're short of vacation money, you
stay in Ontario..... 1 .. 2 3

If the tourist places in Ontario were better organized, I'd stay in the province more often..... 4 .. 5 6

Trips around Ontario are OK for weekends,
but not for vacations..... 7 .. 8 9

Before going to visit the United States,
you should see your own province.....41-Y .. X 0

AGREE DISAGREE NO OPINION

I would very willingly spend my vacations
in Quebec, if only I knew more about the
tourist places.....42-Y .. X 0

Quebec vacations are too likely to be boring..... 1 .. 2 3

To me, Quebec is the ideal province for
vacations..... 4 .. 5 6

Ontarians are often not welcome in Quebec..... 7 .. 8 9

Quebec is about the last place I'd go
on my vacation.....43-Y .. X 0

NOW GO TO QUESTION 18

SECTION BA

ABOUT TRAVEL--ASK EVERYONE 18 YEARS AND OVER

ASK QUESTION 17 IN QUEBEC ONLY - OTHERS GO TO Q. 18

17. (SHOW LARGE WHITE CARD, SIDE "B") Here are some opinions that people have given us about Quebec, Ontario, and the United States as places for vacations. For each one, please tell me whether you, yourself, agree or disagree.

ABOUT THE UNITED STATES	AGREE	DISAGREE	NO OPINION
You get the feeling that the holidays are really complete when you've spent at least a few days in the United States.....	38-Y ... X	0
Deep down, you're kind of proud of saying you went to the United States on vacation.....	1 ... 2	3
To me the United States is the ideal place for vacations.....	4 ... 5	6
It's the American standard of living that always draws you to the United States.....	7 ... 8	9
Americans always make people from Quebec feel welcome.....	39-Y ... X	0
ABOUT QUEBEC	AGREE	DISAGREE	NO OPINION
To me, Quebec is the ideal province for vacations.....	40-Y ... X	0
When you're short of vacation money, you stay in Quebec.....	1 ... 2	3
If the tourist places in Quebec were better organized, I'd stay in the province more often.....	4 ... 5	6
Trips around Quebec are OK for weekends, but not for vacations.....	7 ... 8	9
Before going to visit the United States, you should see your own province.....	41-Y ... X	0
ABOUT ONTARIO	AGREE	DISAGREE	NO OPINION
I would very willingly spend my vacations in Ontario, if only I knew more about the tourist places.....	42-Y ... X	0
Ontario vacations are too likely to be boring.....	1 ... 2	3
To me, Ontario is the ideal province for vacations	4 ... 5	6
Quebeckers are often not welcome in Ontario.....	7 ... 8	9
Ontario is about the last place I'd go on my vacation.....	43-Y ... X	0

ASK EVERYONE 18 YEARS AND OVER

18. How many cars do you, and your spouse if you are married, own that are in working order?

- NONE..... 44-1
- ONE..... 2
- TWO..... 3
- THREE..... 4
- FOUR OR MORE..... 5

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